

Gold Country Region African American Campaign Aids in Launch of Farm Produce Stand in South Sacramento

On Saturday, June 30 a farm produce stand was unveiled in South Sacramento as the *Network for a Healthy California—African American Campaign*, Valley Hi South Sacramento Healthy Eating Active Living Zone, and Kaiser Permanente joined forces to bring healthy back to the community. Learn more here:



<http://www.sacbee.com/2012/06/30/4601857/farm-produce-stand-in-south-sacramento.html#storylink=cpy>

To view a video of the event click [here](#).



New AAC Program Manager in the Bay Area Region



In July, the *African American Campaign* trained a new Manager for the Bay Area Region. Tanya Leake was born and raised in New York. She comes to the *Network* with an engineering degree, fitness and natural health certifications, and a love of life and dance. After 20 years in the corporate arena, she wanted to make more of an impact in her community, especially as it related to health and wellness. She is extremely excited that her path led her to the *Network*. Please join us in welcoming Tanya Leake to the *Network for a Healthy California—African American Campaign*. You can reach

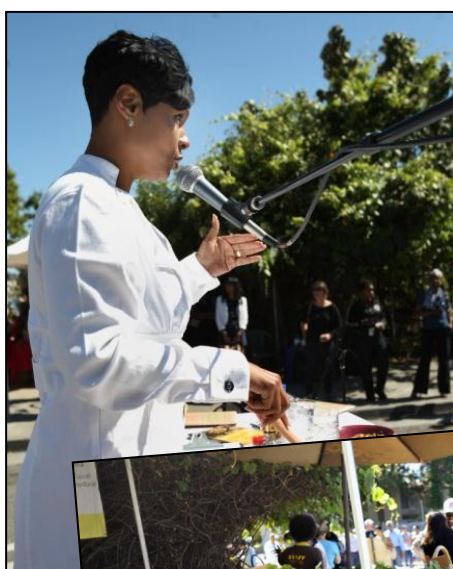
Tanya at: aac@barnn.org.

Beauty Salon/Supply Store Project Update

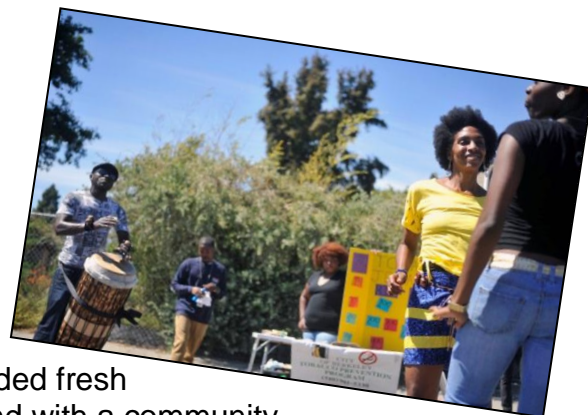
The Beauty Salon Supply Store Project has been “conditionally” approved by the Public Health Institute Internal Review Board (IRB). In addition to working with Research and Evaluation Unit to answer the questions of the IRB panel, the AAC is also finalizing intervention materials. Our goal is to launch the pilot by the end of August. In June and July, the *African American Campaign*:

- Developed content for *Stylin’ for Life*, the nutrition education faux magazine, that will have the look and feel of publications commonly read in African-American hair salons;
- Reviewed and edited other salon-based intervention materials such as “Mirror Messages” and training materials for Community Health Workers; and
- Managed logistics related to the launch of the pilot.

Bay Area Region AAC Aids in Launch of Produce Stand in Low-Income Neighborhood



The *Network for a Healthy California—African American Campaign (Network)* and Farm Fresh Choice, a program of the Berkeley-based Ecology Center,



unveiled a newly expanded fresh produce stand with a community celebration event on Tuesday, June 26. The event was held from 3:00 p.m.–6:00 p.m. at Spiral Gardens, located on the corner of Sacramento and Oregon streets in Berkeley. The produce stand is the latest in the *Network’s* efforts to partner with community-based organizations to help empower residents to make healthy changes that reduce the risk of developing serious health problems.

For more information visit: <http://www.dailycal.org/2012/06/27/stand-provide-fresh-produce-southwest-berkeley/>

AAC Works with Former NCI Body & Soul Program Lead to Develop Training Materials for Faith Projects



The *African American Campaign* oversees three Faith Projects in California. Each Faith Project is responsible for leading at least 10 churches to complete Scope of Work activities involving nutrition education, physical activity opportunities, and the *Body & Soul* Program. *Body & Soul* is a wellness program for African-American churches. It empowers church members to eat the recommended amounts of fruits and vegetables every day for better health. It works by combining: pastoral leadership, educational activities, a church environment that supports healthy eating, and peer counseling. Over the past couple of months the *African American Campaign* has worked with Michelle Moseley, the former Director of the National Cancer Institute's *Body & Soul* Program in California to collect data on the best practices for *Body & Soul* and develop training materials for Church Site Coordinators. The AAC currently has Faith Project contracts with Bayview Charities (San Diego); West Fresno Healthcare Coalition (Central Valley); and, FAME Assistance Corporation (Los Angeles).



Regional Networks Briefed on LHD Scope of Work

In June, the *African American & Latino Campaigns* briefed *Regional Networks* on the seven main activities of the Local Health Department's (LHDs) New "Faith" Scope of Work. These activities include:

1. Recruit and assign qualified staff
2. Attend required trainings
3. Identify & qualify predominantly African-American or Latino churches located in census tracts with 50% of the population \leq 185% Federal Poverty Line
4. Train church sites to conduct intervention
5. Provide technical assistance; conduct assessments
6. Promote environmental changes at the church

Updates from AAC Monthly Teleconference

San Diego Region: Amina Sheik Mohamed and Lakeysa Sowunmi are partnering with *Let's Move Faith & Communities* to conduct community event-based interventions.

Los Angeles Region: Ebone Fuller partnering with the "Health & Wellness Tour" to conduct nutrition education at beauty salons in low-income neighborhoods.

Central Valley Region: Vanessa Hines is working with a church in Kern County to launch a new *Body & Soul* Program in August 2012.

Technical Assistance: All *African American Campaign* Managers asked for some kind of training on how to qualify sites using the recently released (June) race/ethnicity at 185% Federal Poverty Level (FPL) data from the American Community Survey (ACS) 2006-2010.



San Diego Region Hosts First “My Hair & My Health Matter” Event



On June 2, the *San Diego Region AAC* partnered with Mae's Braider & Beauty Salon, along with Meals for Hunger, to introduce a new public health initiative to area residents. This event, called *My Hair & My Health Matter*, encouraged African American women to eat healthy and increase their physical activity while continuing to maintain good-looking hair. To learn more, visit: <http://sdvoice.info/my-health-hair-matters-p1608-93.htm> or <http://lemongrove.patch.com/events/my-hair-health-matter>.

To view a video of the event, click [here](#).

AAC Participates in Review & Focus Group Testing of New Advertising Concepts for African-American Audiences

Eleven focus group interviews were conducted between June 11 and 19, 2012. Four of the focus groups were located in San Francisco, three in Fresno, and four in Los Angeles. The number of focus group participants at each site ranged from six to thirteen. Most of the groups had about eight participants. The respondents were all parents between the ages of 21 and 52, with household incomes at or below 185% of the Federal Poverty Level. The vast majority of participants were female, but each focus group included some male respondents as well. This formative research is intended for advertising that will air in 2013.

Three concepts were tested with the African-American audience. Each included a television advertisement, two outdoor advertisements, and one radio advertisement. The three concepts were: 1) “Our Strength”, 2) “Legacy of Health” and 3) “We Deserve Better”. The second concept, “Legacy of Health,” received the best overall rating from focus group participants. Excerpts from this concept are below:



Voice Over: But one things for sure, with the right tools and information, we can begin to change [our] traditions . . .

Voice Over: But one things for sure, with the right tools and information, we can begin to change [our] traditions . . .



AAC Participates in African American Focus Group Testing of Intervention Tools

Two two-hour focus group interviews were conducted on June 19 and June 25 in Los Angeles and San Francisco, California, in order to gather planning data from low-income African-American mothers for the expanded *Rethink Your Drink* (RYD) campaign. According to the 2012 sugar-sweetened beverages (SSBs) research

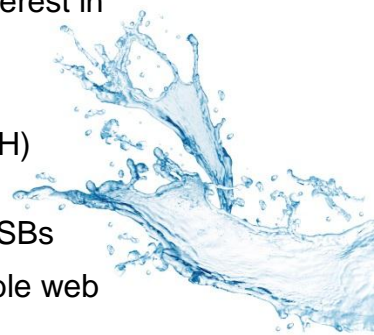
brief developed by the California Department of Public Health's *Network for a Healthy California*, Latino and African American children drank over one-third of a serving more SSBs per day compared to white children. This campaign is designed to encourage low-income Californians to choose healthier beverages as recommended by the *Dietary Guidelines for Americans*, Nutrition Education Obesity Prevention Three-Year Implementation Plan, and the



California Obesity Prevention Plan. The focus group interviews were convened to gather African American opinions on SSBs and compare them to those expressed by participants in four focus group interviews conducted in April. Two of these April interviews were with low-income mothers from a variety of race/ethnic backgrounds and two were with low-income, Spanish-speaking Latinas. The April interviews were conducted in Fresno and Los Angeles. All respondents were mothers of school-age children with family incomes at or below 185% of the Federal Poverty Level. Both African-American group interviews were conducted in English. Sixteen participants were interviewed (eight in each city).

In both focus group interviews, five main topics were covered:

1. The prevalence of internet and smart phone use as well as interest in health information delivered on these platforms,
2. Beverage consumption patterns in the family,
3. Reactions to the California Department of Public Health (CDPH) behavioral recommendations regarding SSB consumption
4. Advantages and disadvantages of reducing consumption of SSBs
5. Options for the *Rethink Your Drink* campaign, including possible web content and a potential smartphone application



Central Valley Region Helps Launch New Community Garden in West Fresno with Physical Activity & Nut Ed



On June 30, the *Network for a Healthy California—African American Campaign*, along with Stewart Tabernacle African Methodist Episcopal Church, and the Fresno Metro Black Chamber of Commerce joined forces to launch a community garden in West Fresno, an historically African American community.



The *Campaign* estimates that approximately 65% of African Americans in Fresno County are overweight. Attendees at the launch of the garden received nutrition and physical activity education and were able to sign-up to help maintain the garden.

Staff from WIC and CalFresh were also on hand to sign-up eligible participants for benefits. Local Champion Moms provided cooking demonstrations featuring traditional African American meals with healthy twists. The unveiling lasted from 10 a.m. to 3 p.m. The garden is located at 1838 Kearney Blvd. in West Fresno. Great work, Central Valley Region!

Celebrity Chef Nikki Shaw Raises Awareness About the AAC & Health Issues Affecting African Americans

Since joining the *Network for a Healthy California* as the *African American Campaign's* spokesperson, celebrity Chef Nikki Shaw has become a Champion for Change in her own right spreading the message of eating healthy and being physically active. Check out some of her videos:



http://www.youtube.com/watch?v=PGta_DMQorA

<http://www.youtube.com/watch?v=gGfVVe7VyRY&feature=related>

http://www.youtube.com/watch?v=oGgQYrq_sog&feature=related

Update on Modification to the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators

The Public Health Institute issued an Invitation to Bid (ITB) to select a contractor to develop and test modifications to the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox). The outlined deliverables include the development of three new lessons and four to six adult education pieces; the modification of three (3) current Toolbox lessons and three current lesson handouts; the development of lesson-specific facilitation tips for Toolbox trainers; and, field testing for all developed materials. All materials produced by this ITB were written at about a 5th grade reading level. The contractor selected for this project was the California Healthy Kids Resource Center. They are currently field testing the lesson drafts in the Bay Area and in Southern California.



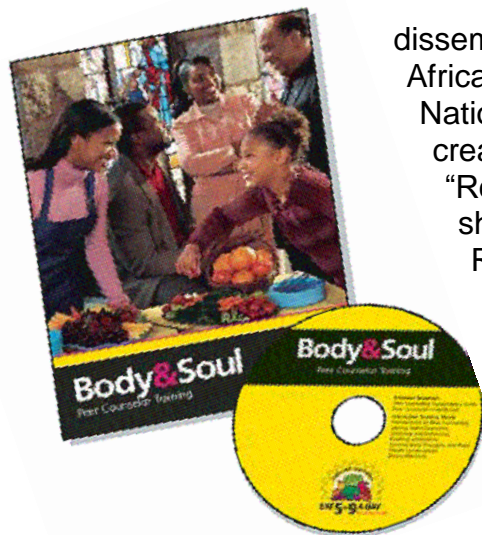
National Cancer Institute Initiates Dialogue About *Body & Soul*

In June, *African American Campaign* staff participated in a nationwide *Body & Soul* quarterly teleconference hosted by the National Cancer Institute. Public Health Agencies from around the country shared their challenges, accomplishments,

and promising practices for disseminating the *Body & Soul* Program to African-American churches. The National Cancer Institute also recently created a discussion forum called

“Research to Reality” in order to promote collaboration and sharing amongst *Body & Soul* proponents all over the country. Research to Reality provides a spontaneous forum for discussing practical strategies for expanding *Body & Soul*. For more information please visit:

<https://researchtoreality.cancer.gov/discussions/can-we-talkabout-collaborating-around-body-soul>





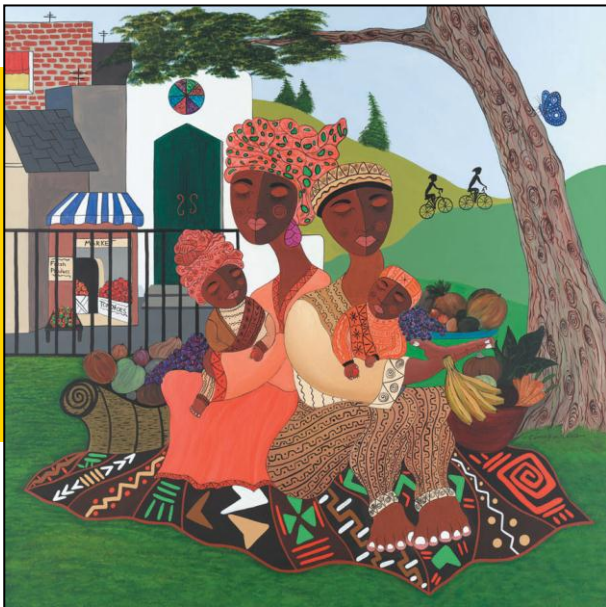
Contact Information



Asbury Jones
Marketing Manager
African American Campaign
Asbury.jones@cdph.ca.gov
916-449-5430



Angela Dennis
Marketing Specialist III
African American Campaign
Angela.dennis@cdph.ca.gov
916-552-9928



The purpose of the Network for a Healthy California—African American Campaign is to prevent obesity among low-income, African-American adults and their families.